

DATE ISSUED: February 2, 2005

ATTENTION: Chair and Members of the Redevelopment Agency
Meeting of February 8, 2005

SUBJECT: Fiscal Year 2005 Projects Budget Amendment – MultiCultural
Festival - Centre City Redevelopment Project

REFERENCE: Amended Budget, 7th Annual MultiCultural Festival

STAFF CONTACT: Donna Alm, Vice President, Marketing and Communications
Frank Alessi, Vice President and Chief Financial Officer

SUMMARY

Staff Recommendation – That the Redevelopment Agency approve a budget amendment to the Fiscal Year 2005 Project Budget for the Seventh Annual MultiCultural Festival in the amount of \$5,000.

CCDC Recommendation - This item is scheduled to be heard by the Corporation Board of Directors on January 26, 2005. Staff will provide an oral update at the Redevelopment Agency meeting.

Other Recommendations – None

Fiscal Impact – An increase in project expenditures of \$5,000 which is to be offset by an increase in sponsor revenues.

BACKGROUND

A growing body of knowledge about the historical heritage of downtown continues to be developed by the Centre City Development Corporation. The objective is to ultimately create a collective cultural history in various formats. Downtown's Asian Pacific Historic Thematic District resulted from an extensive cultural history research project. The second effort, the research and documentation of involvement by African-Americans in downtown's history, was completed in 2004.

The Corporation initiated the MultiCultural Festival (MCF) to recognize the various cultures involved with the settling and building of downtown. This annual production has grown and now celebrates the region's diverse cultural history. The seventh annual festival was held this year on January 15. The setting for this free event is the entire length of the Martin L. King, Jr. Promenade.

A popular festival, the MCF regularly draws a large crowd, including participants from all over the region and beyond who enjoy sampling a variety of foods, the rich ethnic entertainment, and cultural and community information. It is anticipated that close to 20,000 will attend this year.

Features of this year's festival:

- Girl Scouts from San Diego and Imperial counties will open the festivities with a program of song emphasizing the importance of cultural bridging.
- A variety of food, merchandise and information vendors.
- The sounds and dances of San Diego's diverse cultures, including West African, Blues & Jazz, Pacific Islander, Chinese, Zydeco-Cajun; Hip-Hop, Native American, Cambodian, Swing, Hispanic, Afro-Cuban, Filipino and more.
- The Children's Museum/San Diego Museo de los Ninos, together with the Balboa Park Cultural Partnership, will oversee an interactive children's area offering art activities and special entertainment.
- Opportunities to watch and interact with San Diego artists in the Artists' Circle at Children's Park, where artists from the City of San Diego's Commission for Arts and Cultural Traditional Arts Program will be on hand to teach new generations the history and traditions behind their inspiring works.
- New this year at the Artists' Circle will be artists from San Diego's International Sister Cities Association, including Taichung, Taiwan; Edinburgh, Scotland and others.

EVENT BUDGET AND FINANCING

San Diego's MultiCultural Festival has historically enjoyed the support of the business community, and this year is no exception. Increased sponsorship allows additional

features and program upgrades. Festival sponsors for 2005 include: the Corporation, Sempra Energy, Sycuan Band of the Kumeyaay Nation, City of San /Diego Commission

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for Arts and Culture, County of San Diego, Bosa Development Corporation, Plexus, Citibank, The Music Doctor Yochanan Sebastian Winston, JPMorgan Chase, The *PennySaver*, Hewlett-Packard Corporation, KUSI-TV 51, Jammin' Z90 FM, Channel 933 FM, San Diego National Bank, Southwest Airlines, Washington Mutual, Ledford Enterprises and Wells Fargo Bank.

CONCLUSION

Activity associated with this year's event grew significantly due to the success of the 2004 MCF, thus increasing costs. Additional sponsors came forward to cover the cost of increased needs. An amendment to the Fiscal Year 2005 Projects Budget is necessary to accommodate the increased expenditures and the corresponding sponsor revenue to offset the expenditures. There is no increase in Corporation or Agency financial participation with this amendment.

Submitted by:

Concurred by:

Donna L. Alm
Vice President-Marketing and Communications

Peter J. Hall
President

Frank Alessi
Vice President & Chief Financial Officer

Attachment: Amended Budget, 7th Annual MultiCultural Festival

7TH ANNUAL MULTICULTURAL FESTIVAL

Amended Budget – Fiscal Year 2005

	<u>May 2004 Budget</u>	<u>December 2004 Revised Budget</u>
<u>REVENUE</u>		
Sponsorships		
Corporate	\$35,575	\$40,075
CCDC	10,000	10,000
City Arts/Cultural Comm.	6,425	6,425
County of San Diego	4,000	4,000
Vendors	<u>9,000</u>	<u>9,500</u>
Total Revenue	\$65,000	\$70,000
<u>EXPENSES</u>		
Facility/Rental	\$20,000	\$22,000
Promotion	17,500	18,000
Artistic/Entertainment	13,000	15,420
Program Manager	5,000	5,000
Security/Cleanup	4,250	3,755
Insurance	1,800	1,800
Contingency	<u>3,450</u>	<u>4,025</u>
Total Expenses	\$65,000	\$70,000

December 2004/DLA

ATTACHMENT A

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